

## MASS MoCA is free for all on January 26

### History Harvest, art projects, live music, performances, and gallery tours



NORTH ADAMS, MASSACHUSETTS — Amplify your MASS MoCA experience when we throw open our doors **for free** and fill the galleries with art-making activities, lively discussion, and pop-up performances at our annual **Free Day**. Create some art, take a tour, catch some live music in the elevator, and learn about the history of life on Marshall Street on **Saturday, January 26**, from **11am to 7pm**.

Free Day visitors can dive deep into the history of MASS MoCA and its vast Marshall Street complex with MASS MoCA's founding director Joseph Thompson, who will talk about more than 200 years of economic, industrial, and architectural change in North Adams. Visitors are encouraged to participate in a "History Harvest" by bringing in printed photos, tickets, or ephemera from past visits to MASS MoCA, to be scanned and saved in a digital archive. Or share printed material, photos, or artifacts from Sprague Electric, Arnold Print Works, or other North Adams moments. Share images to social media by tagging #mmhistoryharvest.

Throughout the day, activities are designed to engage visitors with the museum's expanse of visual art galleries and community-generated performance, including pop-ups by Pittsfield-based Youth Alive step dance and drum band troupe, and Berkshire Dance Theatre. Stop by our photo booth in the Sol LeWitt galleries to memorialize the day; create take-home projects; contribute to community art projects; and entertain your kids with a museum-wide scavenger hunt.

In Kidspace, visitors' senses will be stimulated by art projects inspired by Sally Taylor's exhibition *Come to Your Senses: Art to See, Smell, Hear, Taste, and Touch*, available all day at the ArtBar. Tours of our main galleries happen throughout the day. Check out [massmoca.org/freeday](http://massmoca.org/freeday) for a full schedule of activities and events:

## Events

### All Day

Art-making for all ages, live elevator music, photo booth

### 11:30am & 1pm – History Talk

Join MASS MoCA Director Joseph Thompson for a talk about the history of the MASS MoCA site — spanning more than 200 years of economic, industrial, and architectural change.

### 11:45am & 12:45pm – Youth Alive performances

### 12-3pm – History Harvest

A program of the MCLA History Department and Historic North Adams, objects or photos of MASS MoCA, Sprague Electric, Arnold Print Works, or other North Adams-related moments will be scanned and saved in an online digital archive. Dig through your closets and drawers if you're holding:

- Photographs of previous MASS MoCA exhibitions
- Printed materials such as saved tickets, brochures, membership cards, maps, etc.
- Journals or sketches made during a museum visit
- Printed material, photos, or artifacts from the Sprague Electric or Arnold Print Works eras
- Any other memorabilia related to MASS MoCA, Sprague, Arnold Print Works, or North Adams
- All materials will be scanned while you wait. If you can't make it on Free Day, participate by posting pictures online with the hashtag #mmhistoryharvest.

### 12-4pm – Photo Booth, *Sol LeWitt: A Wall Drawing Retrospective*

### 1:30pm & 2:30pm – Gallery Talk: Taryn Simon

Join Curator Alexandra Foradas for two talks about the social history of applause, and about the scientific, historical, and religious context of cold-water immersion.

### 2:45pm – Berkshire Dance Theatre performance

### 3pm & 4pm – Gallery Talk: Trenton Doyle Hancock

Be among the first to hear what's next for MASS MoCA's largest exhibition space, Building 5. Senior Curator Denise Markonish tells all about our upcoming exhibition by Trenton Doyle Hancock: *Mind of the Mound: Critical Mass*.

### 3pm – "Making Memories in North Adams"

Students from Drury High School's E3 Academy interviewed longtime North Adams residents and collected their memories of the city. Compiled by the students into a handmade book, the residents' stories will be presented to the North Adams Public Library and the North Adams Historical Society. Stop by to listen as students read excerpts from the book.

### 3-6pm – Assets for Artists Open Studios

Visit working artist studios to view works in progress by artists from Seoul, New York City, San Francisco, and more.

## Tours

Gather at the information desk.

- **11:30am** Jenny Holzer
- **12pm** Sol LeWitt
- **12:30pm** *Thumbs Up for the Mothership*
- **1pm** *The Lure of the Dark*
- **1pm** Curator-led Tour
- **1:30pm** History Tour
- **1:30pm** Sol LeWitt

- **2pm** History Tour
- **2pm** Curator-led Tour
- **2:30pm** *The Lure of the Dark*
- **2:30pm** Curator-led Tour
- **3pm** *Thumbs Up for the Mothership*
- **3:30pm** *The Lure of the Dark*
- **4pm** History Tour

## Sponsorship

Free Day is sponsored by MountainOne and Berkshire Gas.

## Images

High-resolution images of MASS MoCA's winter/spring 2019 events are available through this link: [bit.ly/WSP\\_19mm](http://bit.ly/WSP_19mm).

Images of MASS MoCA are available here: [bit.ly/2yV3RXv](http://bit.ly/2yV3RXv).

## About MASS MoCA

MASS MoCA is one of the world's liveliest (and largest) centers for making, displaying, and enjoying today's most important art, music, dance, theater, film, and video. MASS MoCA's 250,000 sq. ft. of gallery space includes partnerships with Laurie Anderson, the Louise Bourgeois Trust, Jenny Holzer, Anselm Kiefer with the Hall Art Foundation, Sol LeWitt, and James Turrell.

Gallery admission is \$20 for adults, \$18 for veterans and seniors, \$12 for students, \$8 for children 6 to 16, and free for children 5 and under. Members are admitted free year-round. The Hall Art Foundation's Anselm Kiefer exhibition will re-open on May 25. For additional information: 413.662.2111 x1 or visit [massmoca.org](http://massmoca.org).

## Hours

MASS MoCA is open from 11am to 5pm, closed Tuesdays, through June 14. From June 15 through October 14, MASS MoCA's galleries will be open seven days a week, from 10am to 6pm, and open late some nights.